

# **U.S. Army 2005 MWR Leisure Needs Survey Results**

**Installation Management  
Agency  
Southwest**

# BRIEFING OUTLINE

## Installation Management Agency - Southwest

### ▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

### ▮ **SURVEY RESULTS**

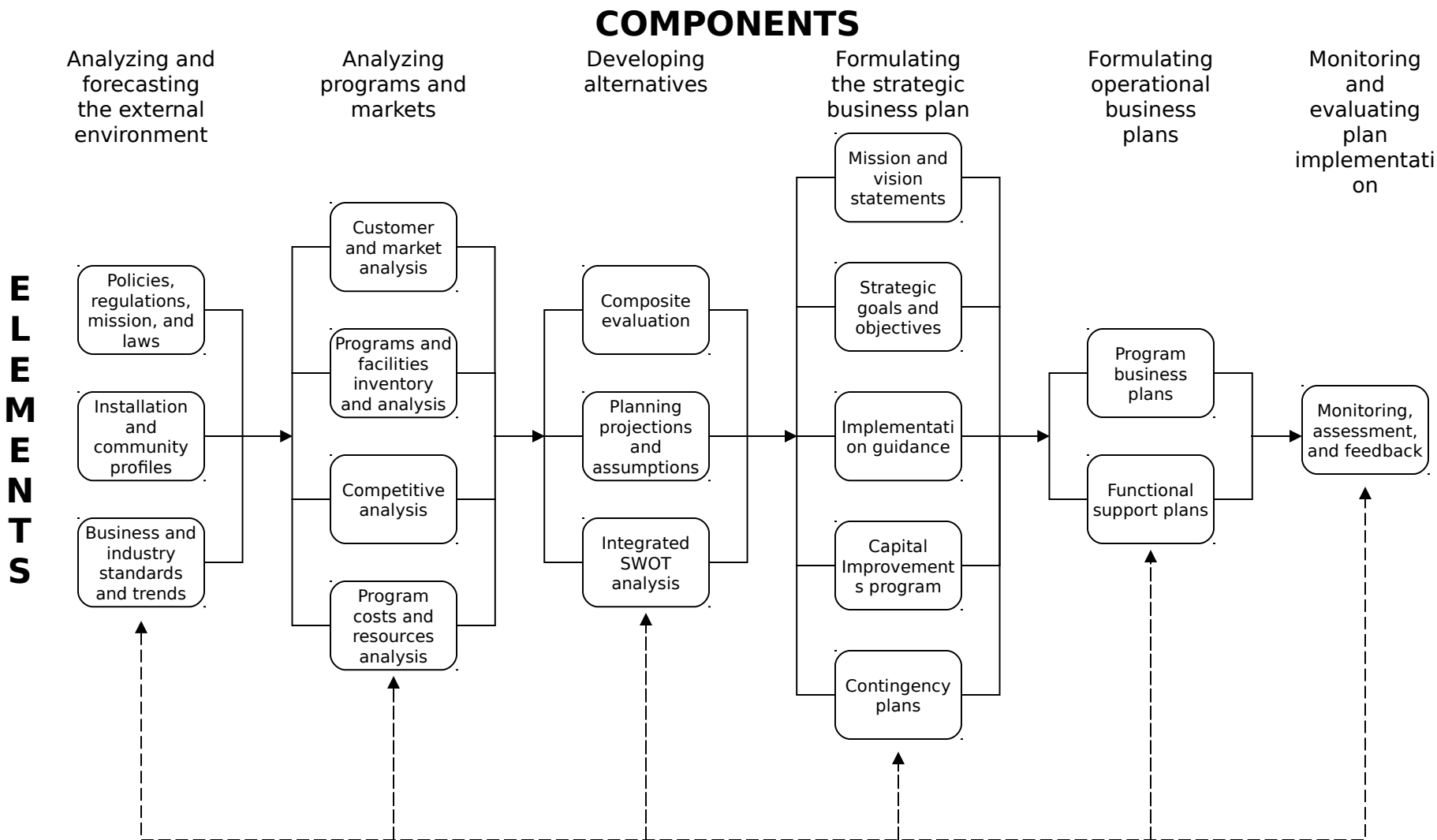
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

### ▮ **NEXT STEPS**

# PROJECT OVERVIEW

Installation Management Agency - Southwest

## MWR STRATEGIC BUSINESS PLANNING MODEL

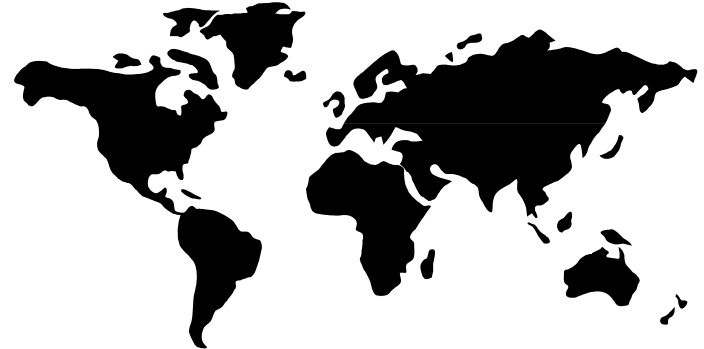


# METHODOLOGY

## Installation Management Agency - Southwest

### ▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
  - Northeast (21 sites)
  - Northwest (10 sites)
  - Southeast (13 sites)
  - Southwest (14 sites)
  - Europe (20 sites)
  - Korea (9 sites)
  - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
  - Active Duty Soldiers
  - Spouses of Active Duty Soldiers (CONUS only)
  - DA Civilians
  - Retirees (CONUS only)
- 41,841 surveys were distributed at IMA - Southwest



### ▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

# METHODOLOGY

## Installation Management Agency - Southwest

### ▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents
- Percent IMA Southwest respondents completing survey via the Web by patron group and for all respondents:
  - Active Duty Soldiers: 15%
  - Spouses of Active Duty Soldiers: 42%
  - DA Civilians: 38%
  - Retirees: 26%
  - All Respondents: 27%

# METHODOLOGY

## Installation Management Agency - Southwest

### □ SURVEY SAMPLE

- Four population segments
  - Active Duty
  - Civilian Employees
  - Spouses of Active Duty (CONUS only)
  - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
IMA - Southwest:					
Active Duty	113,533	9,708	4,131	42.55%	±1.50%
Spouses of Active Duty	37,864	10,912	1,466	13.43%	±2.51%
Civilian Employees	47,531	11,616	2,437	20.98%	±1.93%
Retirees	34,886	9,606	2,464	25.65%	±1.90%
<b>Total</b>	<b>233,814</b>	<b>41,841</b>	<b>10,498</b>	<b>25.09%</b>	<b>±.93%</b>

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

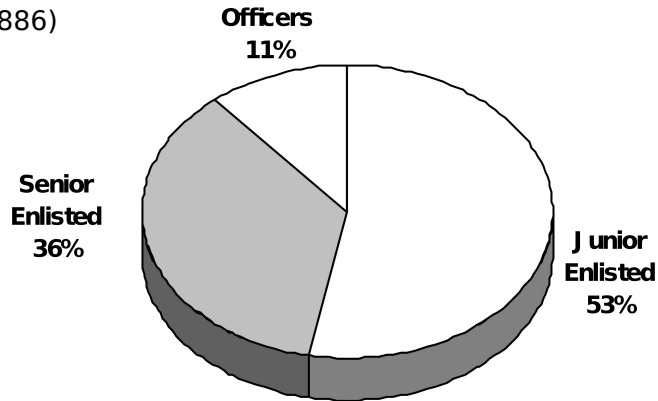
# PATRON SAMPLE\*

Installation Management Agency - Southwest

## RESPONDENT POPULATION SEGMENTS

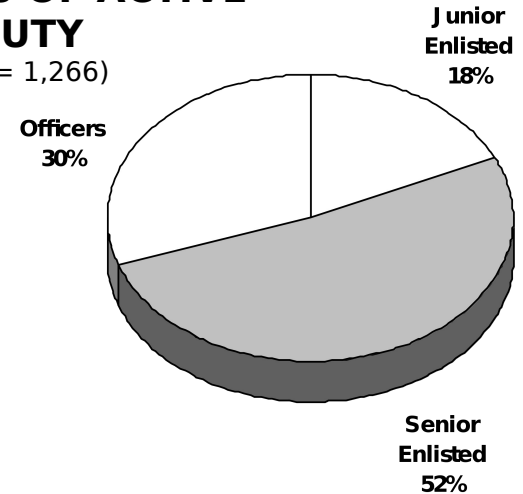
### ACTIVE DUTY

(n = 3,886)



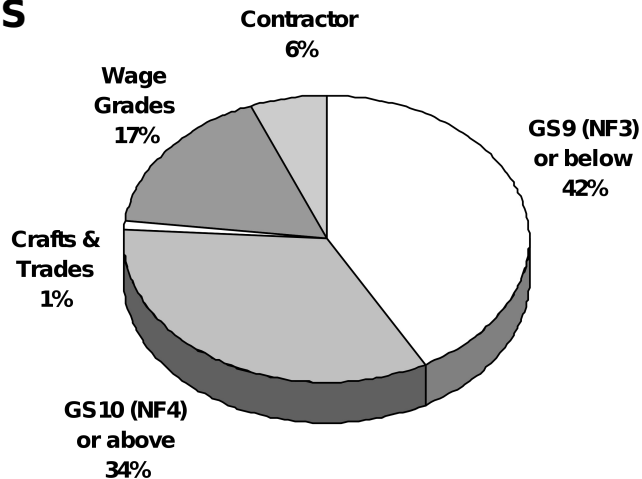
### SPOUSES OF ACTIVE DUTY

(n = 1,266)



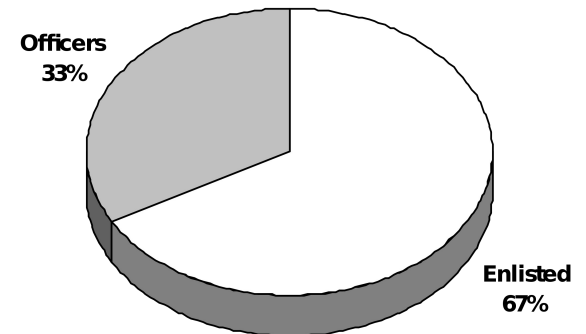
### CIVILIANS

(n = 2,316)



### RETIREES

(n = 1,810)



\*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

# PRODUCTS

## Installation Management Agency - Southwest

### □ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA Region and Army level roll-up reports and briefings

### □ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Region MWR Chiefs, and U.S. Army Community and Family Support Center



# MWR PROGRAMS & FACILITIES: HIGHEST USAGE RATES AND RATINGS OF SATISFACTION AND QUALITY

Installation Management Agency - Southwest

## MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium

45%

Car Wash

38%

Library

36%

Bowling Center

33%

Bowling Food & Beverage

32%

## FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

ITR - Commercial Travel Agency

4.29

Library

4.25

Fitness Center/Gymnasium

## FACILITIES WITH HIGHEST QUALITY RATINGS\*\*

Library

4.17

ITR - Commercial Travel Agency

4.08

Bowling Center

4.04

Child Development Center

\*Satisfaction ratings were based on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied.

\*\*Quality ratings were based on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

# MWR PROGRAMS & FACILITIES: LOWEST USAGE RATES AND RATINGS OF SATISFACTION AND QUALITY

Installation Management Agency - Southwest

## LEAST FREQUENTLY USED FACILITIES

BOSS

5%

Marinas

6%

School Age Services

6%

Bowling Pro Shop

8%

Youth Center

9%

## FACILITIES WITH LOWEST SATISFACTION RATINGS\*

BOSS

3.85

Army Lodging

3.85

Multipurpose Sports/Tennis Courts

## FACILITIES WITH LOWEST QUALITY RATINGS\*\*

Multipurpose Sports/Tennis Courts

3.72

Marinas

3.73

Car Wash

3.74

Post Picnic Area

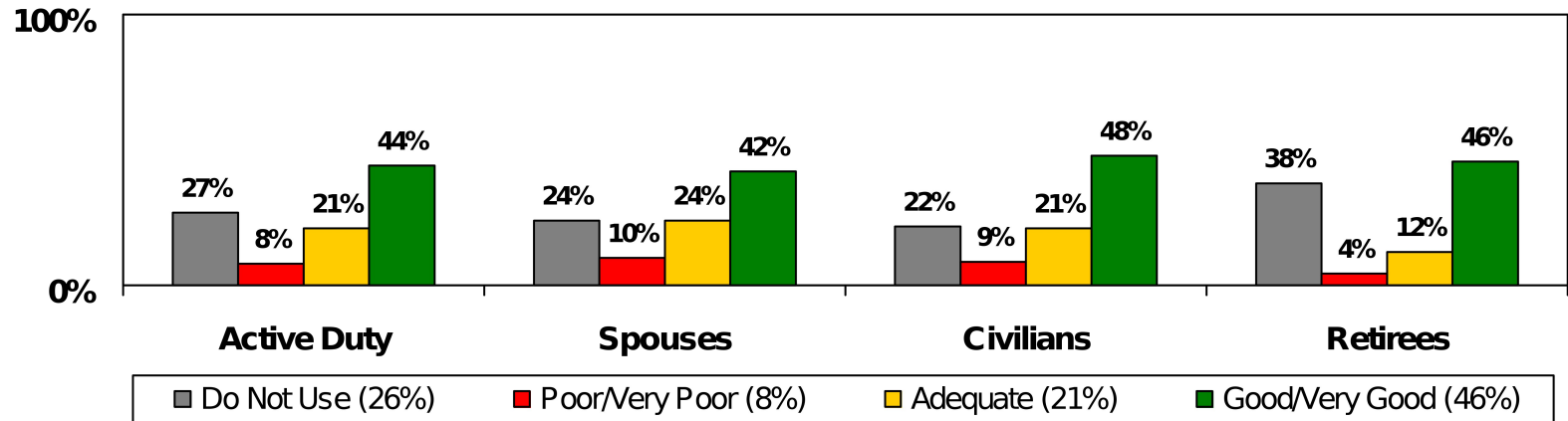
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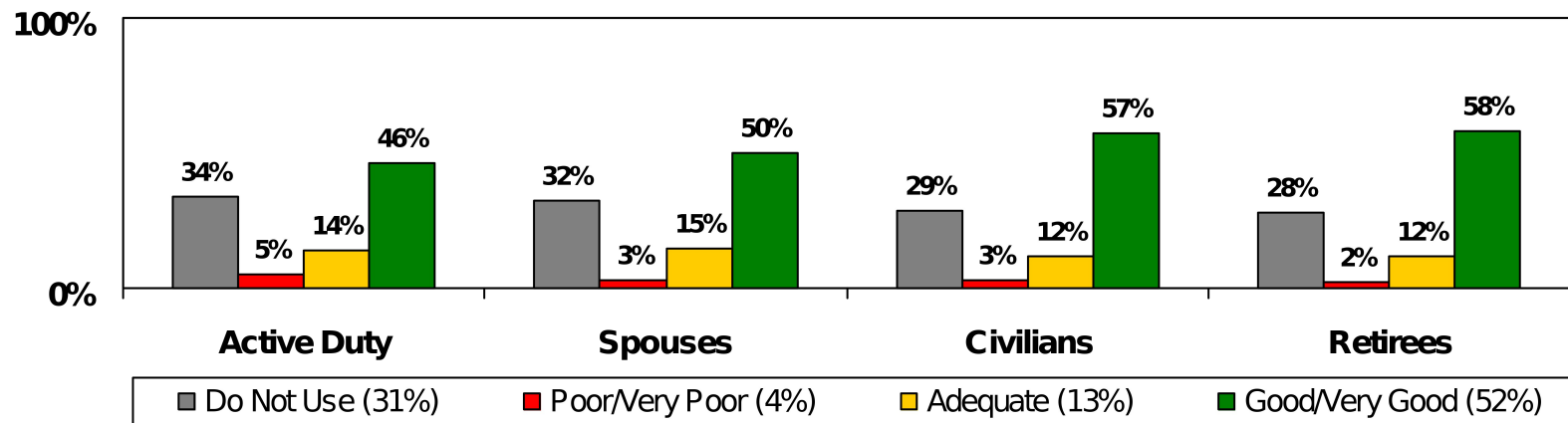
# MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Installation Management Agency - Southwest

## Quality of On-Post Services\*



## Quality of Off-Post Services\*

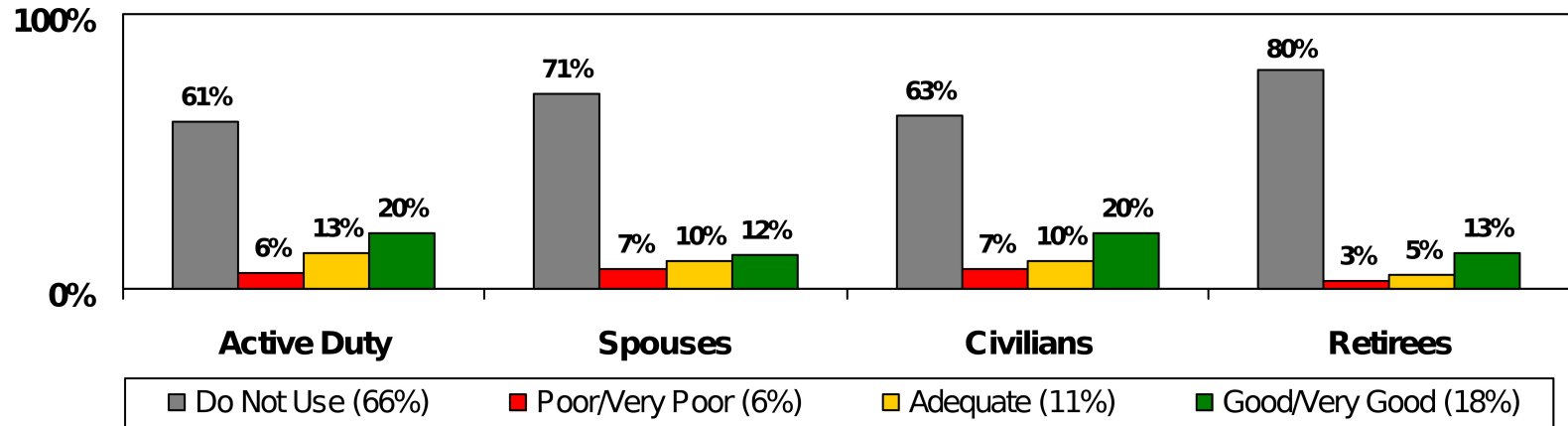


\* Percentages in legend present data for region overall.

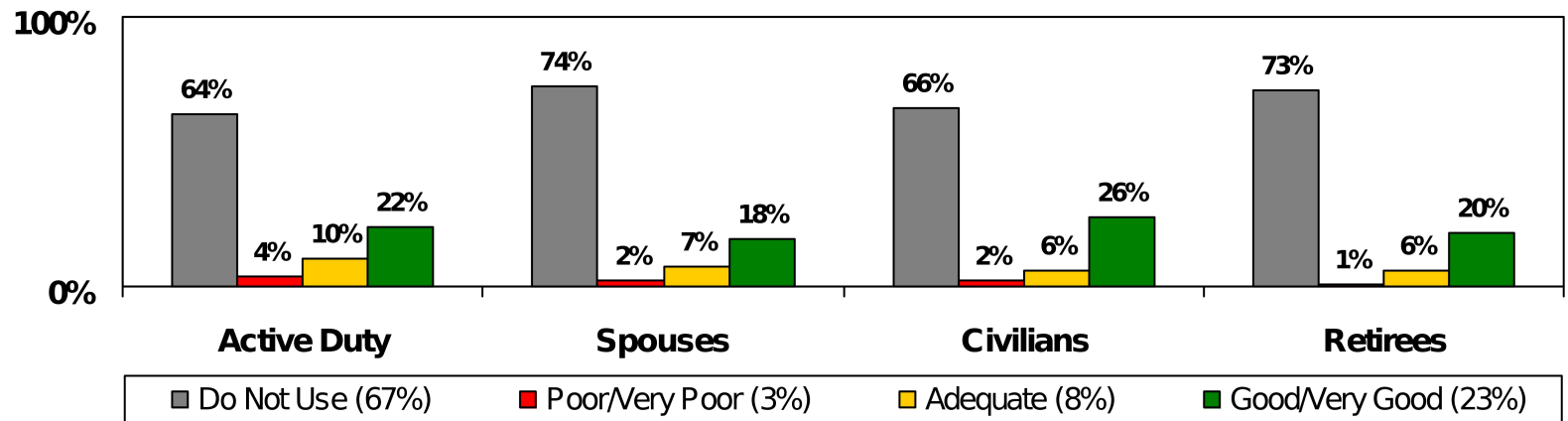
# MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Installation Management Agency - Southwest

## Quality of On-Post Services\*



## Quality of Off-Post Services\*

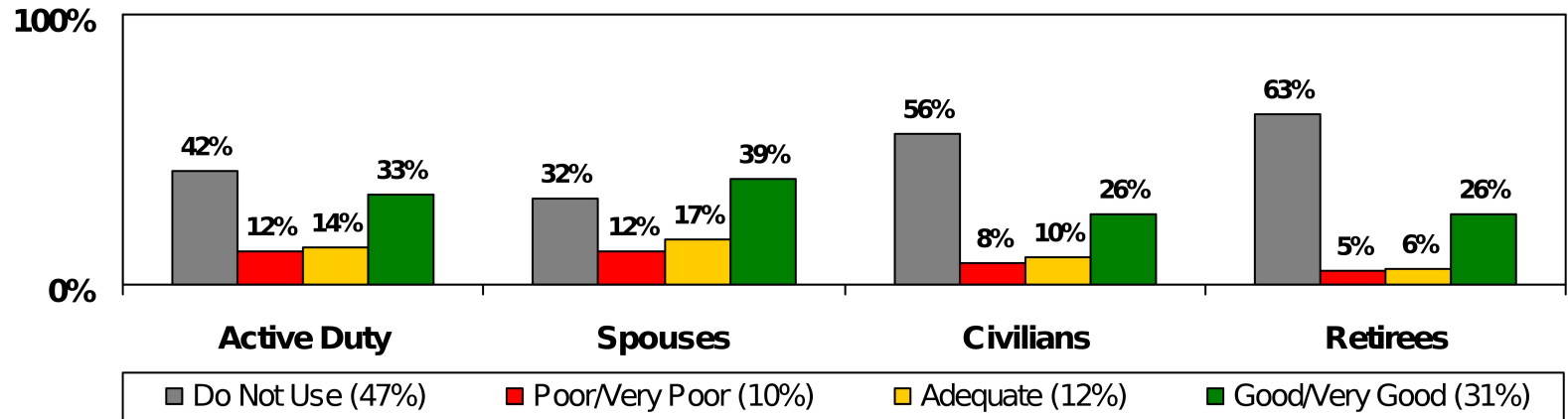


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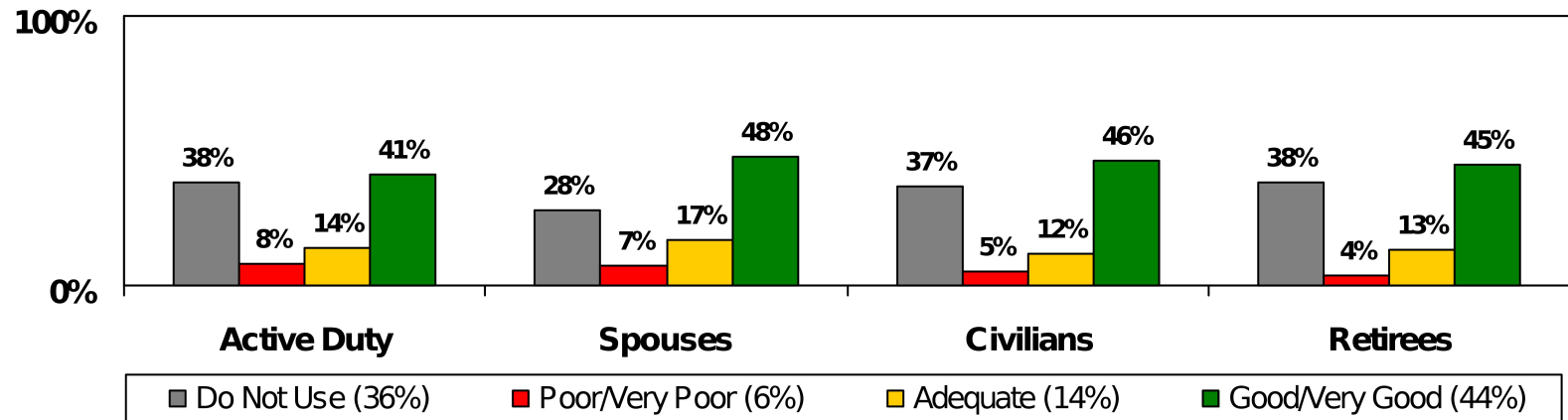
# MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Installation Management Agency - Southwest

## Quality of On-Post Services\*



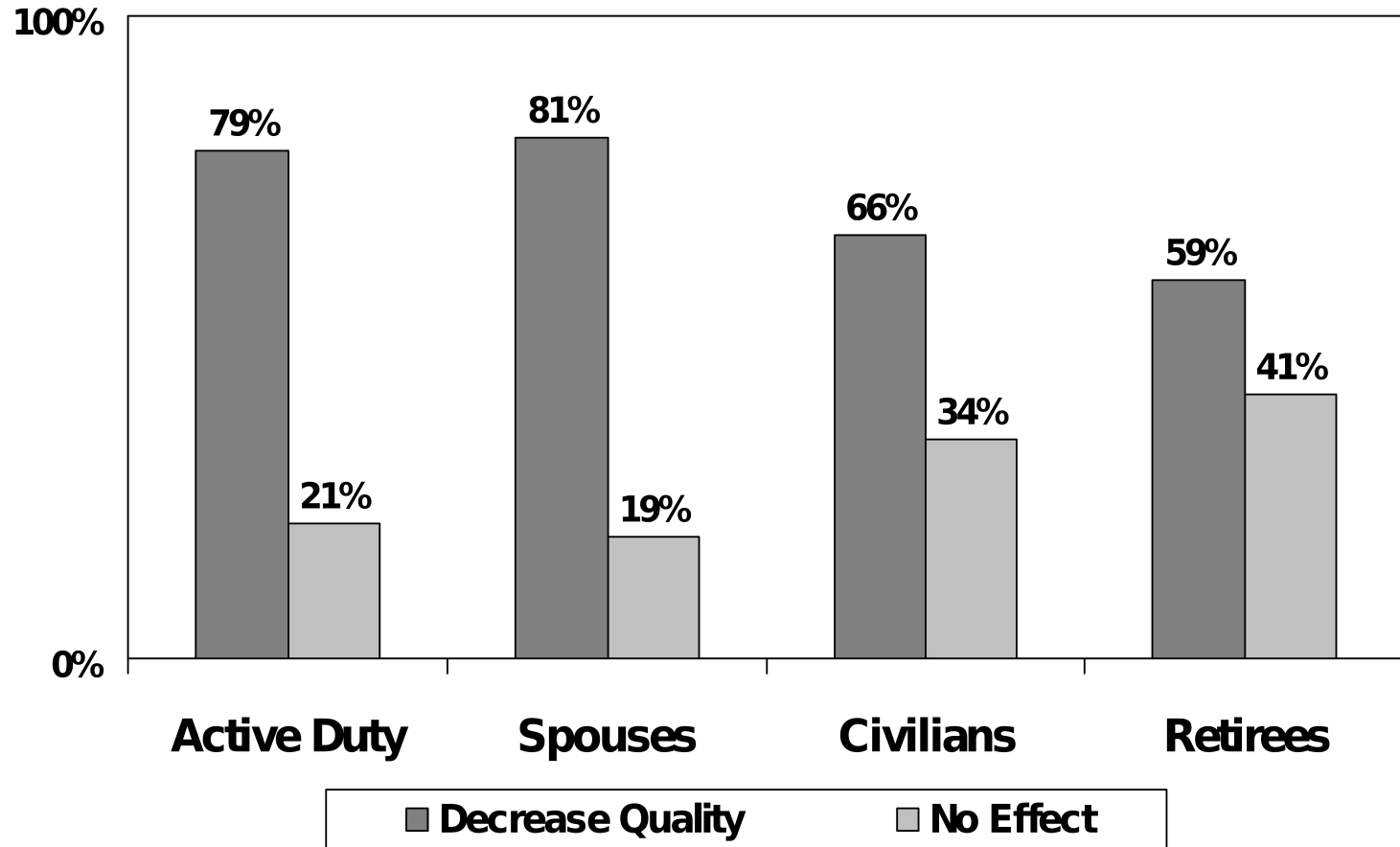
## Quality of Off-Post Services\*



\* Percentages in legend present data for region overall.

# MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Installation Management Agency - Southwest



# MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Installation Management Agency - Southwest

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

## **Top 7 Activities/Programs**

Fitness Center/Gymnasium	72%
Army Lodging	66%
Library	58%
Child Development Center	53%
Youth Center	48%
Swimming Pool	45%
Athletic Fields	42%

Golf Course	41%
Car Wash	44%
Golf Course Food & Beverage	47%
Arts & Crafts Center	49%
Bowling Pro Shop	50%
Golf Course Pro Shop	55%
RV Park	61%

## **Bottom 7 Activities/Programs**

# MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION\*

Installation Management Agency - Southwest

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREEES	TOTAL
Internet	13%	15%	19%	9%	15%
E-mail	19%	16%	55%	12%	28%
Friends and neighbors	27%	42%	25%	28%	29%
Family Readiness Groups (FRGs)	12%	26%	3%	2%	11%
Bulletin boards on post	34%	28%	31%	23%	31%
Post newspaper	31%	59%	46%	53%	44%
MWR publications	19%	23%	31%	22%	23%
Radio	6%	8%	9%	15%	9%
Television	5%	8%	8%	14%	8%
My child(ren) let(s) me know	2%	7%	2%	1%	3%
Other unit members or co-workers	29%	17%	26%	10%	24%
Unit or post commander or supervisor	24%	8%	7%	3%	14%
Marquees/billboards	11%	18%	17%	15%	15%
Flyers	30%	31%	35%	27%	31%
Other	8%	9%	6%	11%	8%
I never hear anything	18%	10%	5%	19%	12%

\*The top 3 sources of MWR information are shaded for each patron group and the total population.



# MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE\*

Installation Management Agency - Southwest

MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	81%	84%
Better Opportunities for Single Soldiers	51%	N/A
Army Community Service	54%	59%
MWR Programs and Services	73%	83%

\* Positive = moderate, great or very great extent

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Installation Management Agency - Southwest

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL <sup>†</sup>
Information and Referral	54%	75%	25%
Outreach programs	51%	63%	37%
Family Readiness Groups	68%	75%	25%
Relocation Readiness Program	60%	79%	21%
Family Advocacy Program	61%	72%	28%
Crisis intervention	53%	67%	33%
Money management classes, budgeting assistance	62%	71%	29%
Financial counseling, including tax assistance	65%	76%	24%
Consumer information	44%	65%	35%
Employment Readiness Program	51%	67%	33%
Foster child care	36%	57%	43%
Exceptional Family Member Program	59%	71%	29%
Army Family Team Building	54%	69%	31%
Army Family Action Plan	47%	64%	36%

\* Percentage of Active Duty users

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Installation Management Agency - Southwest

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	56%	91%	9%
Outreach programs	50%	83%	17%
Family Readiness Groups	81%	83%	17%
Relocation Readiness Program	75%	91%	9%
Family Advocacy Program	73%	82%	18%
Crisis intervention	51%	76%	24%
Money management classes, budgeting assistance	65%	79%	21%
Financial counseling, including tax assistance	68%	88%	12%
Consumer information	32%	81%	19%
Employment Readiness Program	60%	73%	27%
Foster child care	20%	64%	36%
Exceptional Family Member Program	68%	81%	19%
Army Family Team Building	59%	86%	14%
Army Family Action Plan	43%	81%	19%

\* Percentage of Spouses of Active Duty Member users

# ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Installation Management Agency - Southwest

POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	51%	50%
Personal job performance/readiness	51%	49%
Unit cohesion and teamwork	51%	52%
Unit readiness	54%	58%
Relationship with my spouse	49%	42%
Relationship with my children	49%	46%
My family's adjustment to Army life	49%	55%
Family preparedness for deployments	54%	61%
Ability to manage my finances	46%	39%
Feeling that I am part of the military community	48%	53%

\* Positive = moderate, great or very great extent

# CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Installation Management Agency - Southwest

POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	82%	83%
Helps minimize lost duty/work time due to lack of child care/youth services	80%	82%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	69%	59%
Allows me to work outside my home	66%	78%
Allows me to work at home	58%	59%
Offers me an employment opportunity within the CYS program	54%	62%
Allows me/my spouse to better concentrate on my/our job(s)	73%	73%
Provides positive growth and development opportunities for my children	77%	85%

\* Positive = moderate, great or very great extent

# BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

## POSITIVE IMPACTS ON ACTIVE DUTY

Installation Management Agency - Southwest

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	52%
Personal job performance/readiness	51%
Unit cohesion and teamwork	52%
Unit readiness	49%
Ability to manage my finances	47%
Feeling that I am part of the military community	49%
Relationship with my children (single parents)	50%
My family's adjustment to Army life (single parents)	49%
Family preparedness for deployments (single parents)	50%

\* Positive = moderate, great or very great extent

# LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Installation Management Agency - Southwest

## Team Sports

Basketball	13%
Softball	10%
Touch/flag football	9%
Soccer	7%
Volleyball	6%

## Outdoor Recreation

Going to beaches/lakes	31%
Picnicking	22%
Fishing	22%
Camping/hiking/backpacking	20%
Bicycle riding/mountain biking	15%

## Social

Entertaining guests at home	50%
Special family events	34%
Night clubs/lounges	28%
Dancing	26%
Happy hour/social hour	23%

## Sports and Fitness

Walking	33%
Cardiovascular equipment	29%
Weight/strength training	26%
Running/jogging	26%
Bowling	24%

## Entertainment

Watching TV, videotapes, and DVDs	59%
Going to movie theaters	48%
Festivals/events	26%
Attending sports events	23%
Live entertainment	21%

## Special Interests

Internet access/applications (home)	48%
Gardening	28%
Automotive detailing/washing	28%
Automotive maintenance & repair	25%
Computer games	23%

# LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST\*

Installation Management Agency - Southwest

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading (library)	27%	N/A	27%
Internet access (library)	26%	N/A	26%
Reference/research services (library)	20%	N/A	20%
Cardiovascular equipment	20%	9%	29%
Weight/strength training	19%	7%	26%
Running/jogging	19%	7%	26%
Study/self-development (library)	19%	N/A	19%

\*Top 7 leisure activity preferences ranked by on-post participation.



# LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION\*

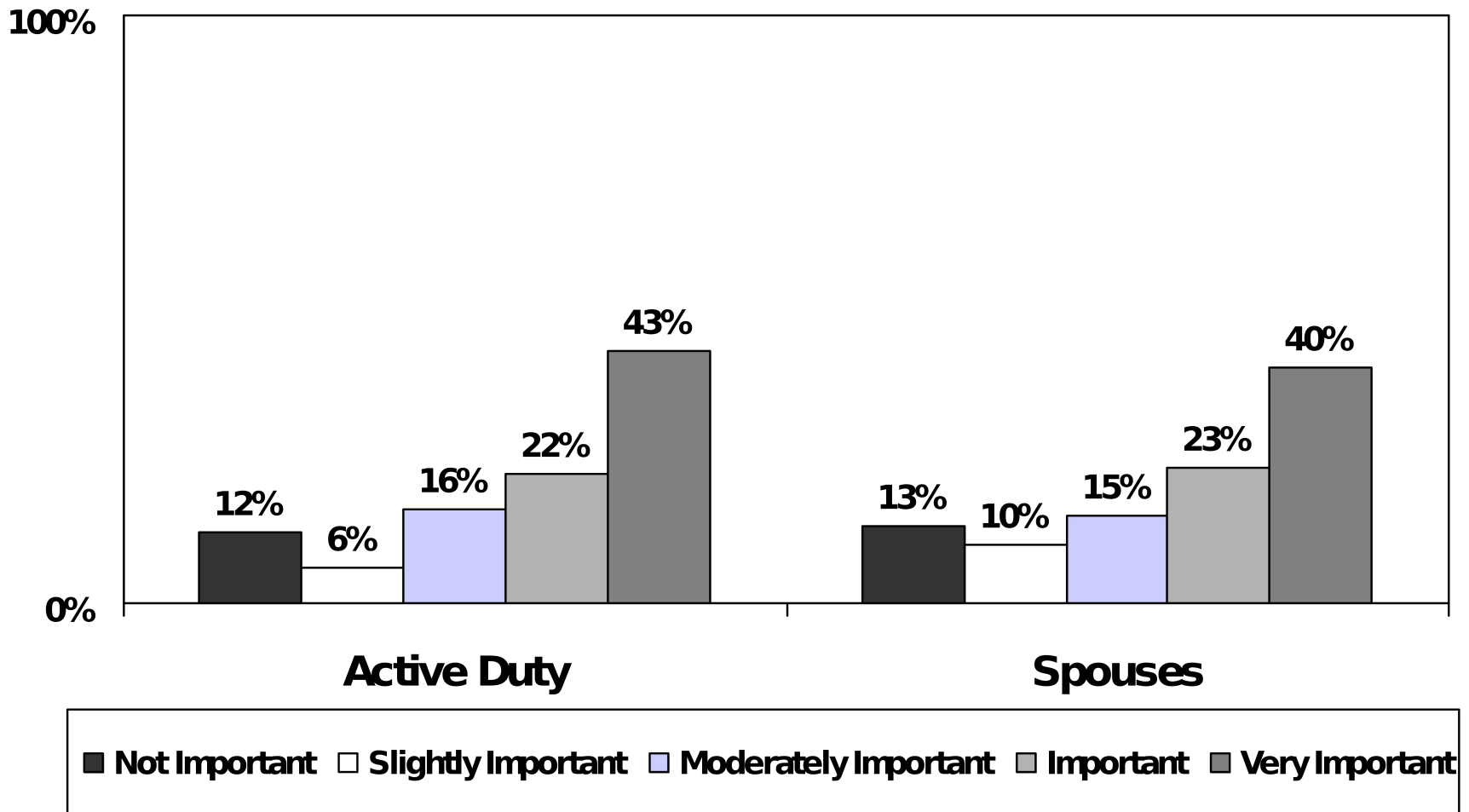
Installation Management Agency - Southwest

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	8%	3%	38%	48%
Gardening	2%	2%	25%	28%
Automotive detailing/washing	6%	9%	13%	28%
Automotive maintenance & repair	6%	8%	11%	25%
Computer games	2%	2%	19%	23%
Digital photography	2%	5%	16%	23%
Trips/touring	1%	13%	N/A	14%

\*Top 7 special interest activity preferences ranked by overall participation.

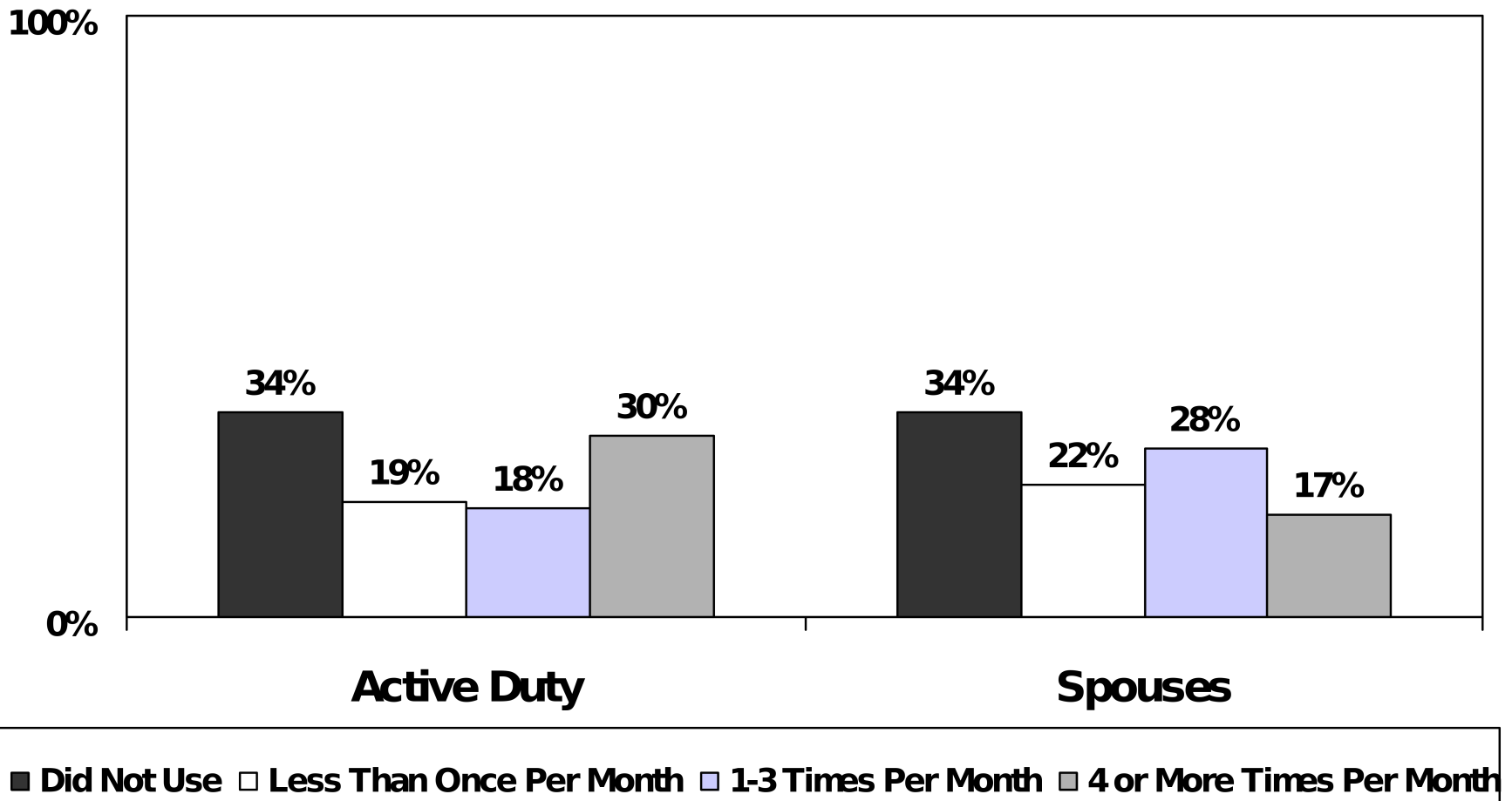
# DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

Installation Management Agency - Southwest



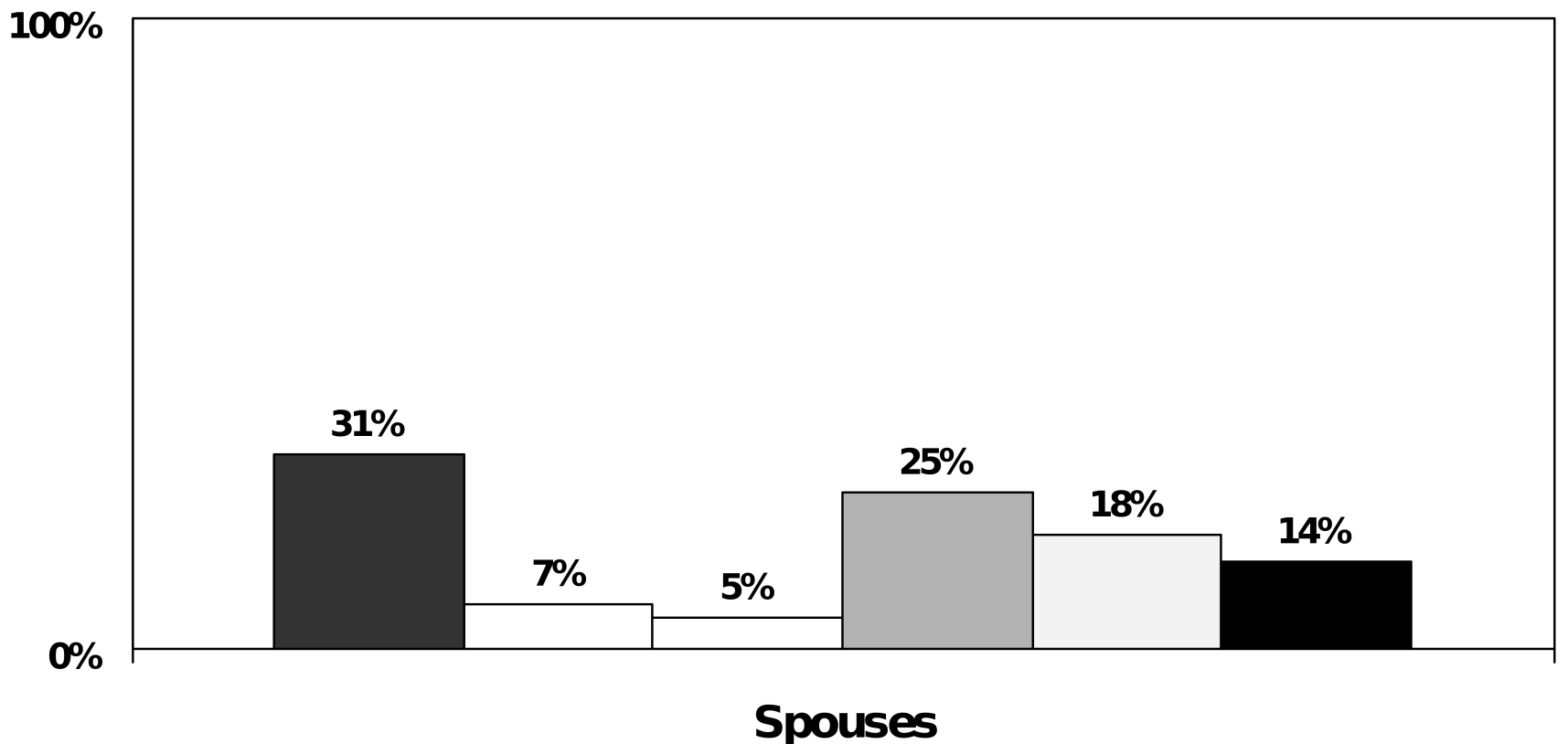
# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

Installation Management Agency - Southwest



# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

Installation Management Agency - Southwest



■ Did Not Use □ Much Less □ Somewhat Less ■ About the Same □ Somewhat More ■ Much More

# CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

Installation Management Agency - Southwest

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will make military a career	28%
Probably will make military a career	17%
Undecided	27%
Probably will not make military a career	11%
Definitely will not make military a career	17%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
Yes	69%
Not Sure	20%
No	11%

# NEXT STEPS

## Installation Management Agency - Southwest

### □ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

### □ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)